

REMARKS

I. Summary of the Office Action

Claims 1-135 were pending in this application. Of these, claims 32-45, 77-90, and 122-135 were withdrawn from consideration.

The Examiner rejected claims 1-3, 5-9, 11-15, 17-25, 27-30, 46-48, 50-54, 56-60, 62-70, 72-75, 91-93, 95-99, 101-105, 107-115, and 116-120 under 35 U.S.C. § 102(e) as being anticipated by Alexander et al. U.S. Patent No. 6,177,931 (hereinafter "Alexander").

Claims 4, 10, 16, 26, 31, 49, 55, 61, 71, 76, 94, 100, 106, 116, 121 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Alexander.

II. Applicants' Reply

Applicants have amended claims 1, 29, 30, 46, 74, 75, 91, 94, 119, and 120 to more particularly define the subject matter of the claimed invention and to correct minor typographical errors. These amendments are fully supported by the application as originally filed and do not introduce new matter. The Examiner's rejections are respectfully traversed.

Applicants' amended independent claims 1, 46 and 91 are directed toward a method and systems for implementing an interactive television application on user equipment to provide interactive services to a user. A subset of research criteria are selectively enabled from a plurality of research criteria. An individual data record is generated for each one of a series of discrete acts that 1) occurred to interface the user and the interactive television application, and 2) meets the subset of research criteria. The data records are screened based on the

enabled subset of research criteria for determining the user's usage patterns. The screened data records are processed to determine quality measures of the interactive services based on the usage patterns. The claimed invention may, for example, provide data that may be valuable to researchers to recreate how a user interacts with the interactive services to identify the effectiveness of the features of the application. See, e.g., applicants' specification page 3, line 25 to page 4, line 4.

Applicants' claimed approach patentably improves upon Alexander by, for example, 1) selectively generating individual data records for only those user interactions that are relevant to specific research criteria, and 2) processing the data records to determine quality measures of the interactive services provided by the interactive television application. Furthermore, Alexander's approach of recording every viewer interaction (see Alexander, column 28, lines 30-53) teaches away from applicants' claimed approach of generating data records for only those user interactions that meet the enabled subset of research criteria.

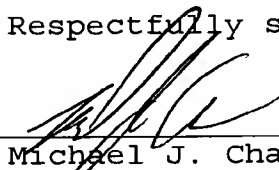
For at least the foregoing reasons, applicants respectfully submit that amended independent claims 1, 46, and 91 are allowable over Alexander. Each of claims 2-31, 47-76, and 92-121 is also allowable for at least the reason that it depends from an allowable independent claim. Therefore, applicants respectfully request that the rejections of claims 1-31, 46-76, and 91-121 be withdrawn.

III. Conclusion

For at least the reasons discussed above, applicants submit that this application, as amended, is in

condition for allowance. Prompt consideration and allowance are therefore respectfully requested.

Respectfully submitted,



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